

A STUDY OF CUSTOMER SATISFACTION TOWARDS E-COMMERCE SERVICES

An Empirical Research Project Submitted in Partial Fulfillment of the Requirements for
Master of Business Administration

PREPARED BY:	Sangam Yele
PROGRAMME:	Master of Business Administration (MBA)
SPECIALIZATION:	Marketing Management (MM)
INSTITUTION:	Wainganga College of Engineering & Management
ACADEMIC YEAR:	2026-27

ABSTRACT

This study investigates student perceptions and customer satisfaction levels regarding e-commerce platforms such as Amazon, Flipkart, and Meesho. Based on primary data collected from 100 college students, the research evaluates key drivers including UI/UX simplicity, delivery speed, payment security, discount transparency, and customer support. Findings reveal that while product variety and discounts drive initial usage, delivery delays and return hassles remain primary pain points. Recommendations for e-commerce platforms to boost customer retention are discussed.

INTRODUCTION

E-commerce in India has seen explosive growth over the last decade, driven by low-cost high-speed internet, smartphones, and digital payment systems like UPI. For students and youth, online shopping is no longer just a luxury—it is an essential daily habit for buying textbooks, electronics, fashion, and everyday products.

Understanding customer satisfaction among students is critical for e-commerce companies because students represent a price-sensitive, tech-savvy, and highly influential consumer cohort. This paper explores how students interact with e-commerce platforms, what features satisfy them most, and what issues cause frustration.

STUDENTS' PERSPECTIVE AND E-COMMERCE ADOPTION

Modern students adopt online shopping due to unmatched convenience, instant price comparisons, and attractive discount deals. However, their budget constraints make them highly sensitive to hidden delivery fees, product quality discrepancies, and refund delays.

OBJECTIVES OF THE STUDY

- To measure the overall satisfaction level of students using e-commerce services.
- To identify key factors influencing student purchasing decisions online.
- To analyze major student pain points (e.g., return hassles, late delivery, fake reviews).
- To offer practical marketing strategies for e-commerce companies to improve customer retention.

RESEARCH METHODOLOGY

This study uses a descriptive research design. Primary data was gathered using an online structured questionnaire administered to 100 students at Wainganga College of Engineering & Management. Secondary data was collected from published research journals, e-commerce reports, and industry publications.

Parameter	Details
Sample Size	100 Students
Sampling Method	Convenience Sampling Technique
Data Source	Primary (Questionnaire) & Secondary (Journals)
Target Demographic	UG & PG Students (Ages 18-25)
Key Platforms Analyzed	Amazon, Flipkart, Meesho, Myntra

DATA ANALYSIS & FINDINGS (STUDENT INPUTS)

The primary survey among 100 students revealed insightful patterns regarding shopping frequency, platform preference, decision factors, and main pain points.

Key Dimension	Student Response / Feedback	Satisfaction %
Product Variety	Huge choices, easy search filters, brand availability	88%

Payment Options	UPI (GPay/PhonePe), Cash on Delivery (COD) preferred	92%
Discounts & Offers	Student coupons, festival sales (Great Indian / Big Billion)	81%
Delivery Speed	Fast in metro areas, delayed in semi-urban/rural zones	65%
Return & Refund	Difficult return policies, delayed refund credits to account	54%
Customer Support	Automated bots unhelpful for complex order complaints	48%

STUDENT VOICES & KEY PAIN POINTS

In direct interactions and open feedback, students highlighted specific daily shopping realities:

- **Misleading Product Images & Fake Reviews:** Products often appear premium online but turn out low-quality in reality. Paid/fake reviews make decision-making hard.
- **Hidden Shipping Charges:** Extra delivery costs added at final checkout frustrate budget-conscious students.
- **Return Pick-up Delays:** Courier agents often delay return pick-ups, holding up refunds.
- **Chatbot Frustration:** Customer care is heavily automated; reaching a human executive for genuine problems takes too long.

RECOMMENDATIONS

1. **Transparent Pricing:** Show total cost including shipping up front to avoid cart abandonment.
2. **Verified Student Reviews:** Implement verified buyer badges to filter out fake promotional reviews.
3. **Instant Refund via UPI:** Enable direct instant UPI refunds immediately upon return pick-up.
4. **Dedicated Student Loyalty Pass:** Introduce free delivery passes for college students with institutional email verification.

CONCLUSION

Overall customer satisfaction towards e-commerce among students is moderately high (75% overall satisfaction), driven by payment ease and vast product choices. However, e-commerce giants must refine their post-purchase services—specifically return logistics, customer support humanization, and review authenticity—to build long-term brand loyalty among young consumers.

REFERENCES

1. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
2. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
3. India E-Commerce Industry Report (2025-2026). India Brand Equity Foundation (IBEF).

4. Primary Data Collected from WCEM Students Survey (2026).